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# Agricultural Situation

U. S. DEPT. OF AGRICULTURE  
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MAY 26 1967

CURRENT SERIAL RECORDS

**CORN**



**Newsmakers From Now Until Harvest**



**SOYBEANS**

## **Will Corn Crop Meet The Need?**



Farmers in March indicated plans to increase corn acreage to about 71 million acres, 7 percent more than in 1966.

With an average growing season, this much acreage could result in a corn crop of a little over 4½ billion bushels, about 500 million above last year's record crop.

The size of the crop, of course, will depend largely on weather this spring and summer. An unfavorable growing season this year could result in a tight corn-supply situation for the first time since the early 1950's.

Although corn acreage has been reduced in recent years through the Feed Grain Program to the lowest level in several decades, production reached 4

## **Soybeans: Another Acreage Increase**



Soybean farmers intend to plant a record 40.6 million acres this year, 3.2 million above last year. If their March 1 planting intentions are carried out, this will be the 7th consecutive year of record-high acreages.

Approximately 39.7 million acres of soybeans will be harvested for beans in 1967 if growers plant the intended acreage and the proportion harvested for beans equals the average of the past 2 years.

And if yields are average with allowance for trend, output will be a record of about 1 billion bushels, compared with 931 million bushels last year. The gain is about in line with earlier expectations reported by SRS last December and is sufficient to cover anticipated boosts in domestic and foreign demand

billion bushels for the first time in 1963 and exceeded that level in 3 of the past 4 years.

Total requirements for corn have increased in recent years, and stocks have been reduced from a record high of 2 billion bushels in 1961 to 840 million last October 1.

Consumption of corn for livestock feeding has continued heavy in 1966-67. Following very heavy utilization in October-December, consumption declined in January-March and domestic use for October-March was slightly below a year earlier.

Foreign demand for U.S. corn has dropped rather sharply this year from last year's record level. Exports probably will be down to around 500 million bushels from 687 million last year.

The Feed Grain Program has played an important role in the corn situation in recent years. Farmers diverted from 17 to 24 million acres of corn land to soil conserving uses during 1961-66.

Even with the continued upward trend in yield per acre, production was brought below total requirements in 5 of these 6 years. The total carryover of feed grains was reduced to about 42 million tons in 1966, about half the big stocks that were on hand in 1961-62.

The program was changed this year to encourage farmers to increase their feed grain acreage to meet expanding requirements and also to provide for adequate reserves. Under the 1967 program, voluntary acreage diversion for payment was eliminated, except on small farms. Barley also was eliminated from the acreage diversion provisions.

Farmers have signed up to divert close to 22 million acres of land from corn and sorghums this year compared with a total diversion of nearly 35 million acres in 1966, which included acreage diversion of barley.

Malcolm Clough  
*Economic Research Service*

over the coming marketing year, and maintain prices and incomes to growers.

To assure an adequate supply of soybeans, USDA in March announced a reseal program (loan extension) and a higher CCC sales price for 1966-crop soybeans to help provide stability to market prices. Also, soybeans from the 1967 crop will continue to receive price support at \$2.50 per bushel, unchanged from the 1966 level.

Soybeans from the 1966 crop, under price support loan in on-farm storage, will be eligible for reseal before the loans mature July 31, 1967. While the reseal program is in effect, farmers may redeem their loans, deliver the soybeans to CCC in satisfaction of their loans, or reseal them and earn storage payments. Loans on resealed soybeans may be called by CCC any time not later than August 1, 1968.

If a farmer delivers or redeems his resealed soybeans prior to July 31, 1968, his storage payment will be based on the number of months they are in storage after August 1, 1967.

CCC currently has no inventory of soybeans, and there are none under reseal loans. Under the sales policy to

be in effect through August 1968, any soybeans acquired by CCC will be sold at 105 percent of support plus carrying charges, or at the market price, whichever is higher. Carrying charges will be added in 9 monthly increments as is done in pricing grains. Previously, a flat markup of 19 cents was in effect.

The minimum for soybeans in August 1967 will average \$2.86 per bushel for No. 1 grade, or the market price if higher. (If the figure had been set by adding 19 cents to the support price, the average minimum would have been \$2.69.) On September 1, 1967, the beginning of the new marketing year for soybeans, the national average minimum will drop to \$2.72½, or be at the market price if higher. The \$2.72½ is computed by adding 5 percent (12½ cents) to the national average support price of \$2.50, plus 5 cents for conversion from No. 2 to No. 1 grade soybeans, plus 5 cents for warehouse receiving charge. This national average minimum price will increase at the rate of 1½ cents per month for No. 1 grade soybeans to \$2.86 in June.

George W. Kromer  
*Economic Research Service*

Livestock industry growth poses a question for packers: How long will the trend to more and smaller plants continue?

The meatpacking industry is less concentrated today than it was 20 years ago. For example, the top four meatpackers accounted for 41 percent of the value added to product in 1947, only 31 percent in 1964.

Their customers are even less dominant. The top 20 packers produced

**PACKERS:** over half the red meat in the country in 1964.

**More Plants, More Direct Buying** But the top 20 customers bought only 32 percent of their output.

The industry generally achieves lower rates of earning than other branches of the food industry, though some specialized slaughtering services have fared better.

Packers do little of the feeding, and there isn't any sign of packers dominating the business of producing fed cattle. Only 4 percent of the beef produced by the top eight packers in 1964 came from their own lots.

Direct selling is on the increase. Two out of every five head of cattle fed in 1964 came from lots with a capacity of more than 1,000 head. Seventy percent of the cattle were sold direct to packers.

Looking at it the other way around, only 36 percent of all cattle and 24 percent of the hogs moved through terminal markets in 1964. In 1940, some 75 percent of the cattle and 47 percent of the hogs were sold through terminals.

In the future, meatpacking will remain a widely scattered operation handled by many small and medium size firms. But technological changes may catch up with the smaller plants, forcing them to expand and to modernize as the big firms have.

The trend away from concentration may be slowing and could in time reverse itself as intermediate and large firms reassert their power.

Too, the industry is likely to turn more to vertical integration, as packers try to reduce costs and get assured supplies.

Cattle and calves on feed April 1 in 32 major feeding States totaled 10,496,000 head, 3 percent more than a year earlier, according to the Crop Reporting Board.

Most of the increase was in cattle weighing over 900 pounds. The total number on feed decreased 6 percent from January 1 to April 1 this year compared with a 2-percent decline during the same quarter last year.

The number on feed in the North Central States was 6,985,000 head, 2 percent more than a year earlier.

**FEEDLOTS:** There were 2,424,000 cattle and calves on feed in the 11 Western States, an increase of 1 percent from last year. Other feeding States showed an 11-percent gain.

Placements on feed in January-March were down 3 percent from the same period in 1966. Shipments of stocker and feeder cattle into eight Corn Belt States during January and February were down 4,000 head, about one-half percent lower than in the same period of 1966.

Marketings of fed cattle for slaughter during the first quarter this year totaled 5,274,000 head in the 32 States, 6 percent higher than in the same period in 1966. Fed cattle marketings in the North Central States were up 8 percent while marketings in the Western States were down 1 percent.

Number of cattle on feed in each weight group and percentage comparisons with a year earlier are as follows: Under 500 pounds, 700,000 head, 86 percent; 500 to 699 pounds, 3,623,000 head, 103 percent; 700 to 899 pounds, 3,251,000 head, 98 percent; 900 to 1,099 pounds, 2,442,000 head, 109 percent; 1,100 pounds and over, 480,000 head, 135 percent.

Steers and steer calves on feed in the 32 States totaled 7,492,000 head, a 5-percent increase from a year ago. There were 2,962,000 heifers and heifer calves, a decrease of 4 percent. Cows and others on feed totaled 8 percent above last year.

Feeders plan to market 4 percent more cattle in April-June than a year earlier.

## "A PICTURE IS WORTH 10,000 PLANTS"

A picture is worth 10,000 plants if it's from an airplane or outer space, about agriculture on earth—taken under ideal conditions via remote sensing techniques.

Specialists have been studying remote sensing applications for gathering farm facts, locating and surveying fields and forests, and for other agricultural judgments—from measuring the vigor of crops to the study of conditions on the range.

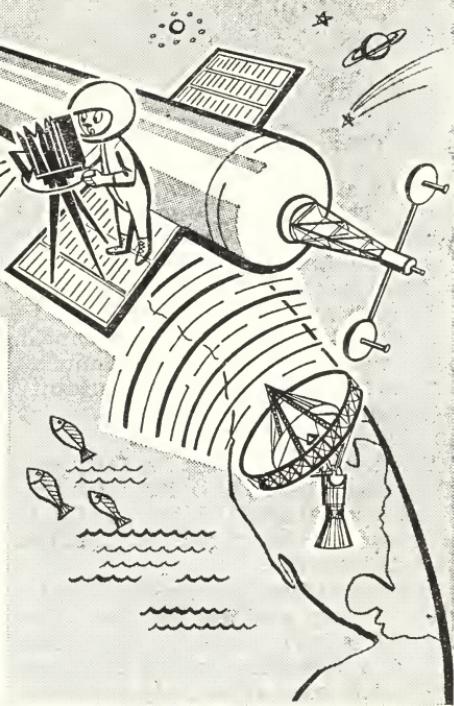
Although much remote sensing is experimental, some already is routine. Reporting on raisin production in California and laying out sample segments for acreage surveys are now regular SRS procedures. And also using these techniques are specialists of the Economic Research Service, who base broad surveys relating to conservation and recreation on photo interpretation.

How are these tasks performed? Most remote-sensing work is done through aerial photography, largely from low-flying planes using panchromatic, infrared, or multiband photography. But some scientists are trying other methods; for example, one is known as simultaneous imaging along various parts of the light and extra-light spectra, a kind of "light-wave fingerprinting."

There is a new use of the facility of space operations—identifying vegetation. The University of Michigan, under contract with USDA's Agricultural Research Service, will try to "light-wave fingerprint" vegetation to spot its makeup—using spectra emitted from the various types of vegetation.

This technique, hopefully, will eventually help identify world agricultural resources.

However, there are some drawbacks in all kinds of remote sensing, mostly in the category of detail work. Several



low-altitude applications seem impossible to fulfill. Detailed classifying and mapping of soils, and taking censuses of livestock have not been developed successfully by photographic means.

Present satellite research leans mostly to reconnaissance. The Michigan effort, for example, seems unlikely to lead to the detailed study of soils via satellite. Further, experts so far have mostly drawn blanks with each of their attempts at remote sensing of livestock or wildlife classifications—although possible in theory.

Many stumbling blocks seem insurmountable. For example, there is the problem of getting clear enough pictures from far off. Just to bring livestock or wildlife on a 20-foot length into focus from a space platform 100 miles high would mean scaling the detail down to a ratio of 1 to 26,400. This is a considerably greater reduction than scientists so far have been able to do.

Despite the drawbacks, remote sensing techniques still hold high promise for a variety of uses in forestry and agriculture.

H. Thomas Frey  
Economic Research Service

# **From Animal To Acid To What You're Reading**

Plain old fat is a big seller these days. This isn't the edible kind that adds inches to waistlines. It's inedible industrial fat, a necessary ingredient of many everyday products.

In such forms as tallow and grease, inedible fat is used to make fatty acid. Then the acid goes into the manufacture of things such as soap, lubricants, wax, leather, and even the printer's ink on this page.

These and other uses for fatty acid have stimulated output. From 462 million pounds in 1958 U.S. output of fatty acid rose to a record high of 1.1 billion pounds last year.

Important farm sources of raw material for fatty acid are livestock (they provide tallow), soybeans (furnishing oil), and pine trees (tall-oil fatty acid that's left over from resin manufacture).

## **Would Better Hay Grades Help You?**

Farmers have found that performance of an animal may be influenced by the quality of hay it eats. They would willingly pay more for high-quality hay that improves performance. And this would at the same time increase marketing efficiency, as the difference in hay quality would be reflected in price differences.

But it's been difficult to come up with an accurate set of grading criteria for hay. Some important factors that contribute to high quality—especially protein and moisture content—are visible.

Official grades and standards for today's hay—set up by the USDA in 1923—are based on visual inspection of hay. They are no longer adequate to do the job that developments in animal nutrition demand. And over the years, members of the industry have worked

out their own informal grading systems for use in their trading.

Now, the University of Nevada and the Economic Research Service have developed a set of experimental standards for alfalfa hay.

The experimental grades, which add protein and moisture content to present official criteria, have been evaluated by 82 hay producers, 19 dealers, and 72 users. The majority of them say that the experimental grades now available would be:

—Acceptable to a large proportion of the hay market;

—Used by feeders to select hay suited to their needs from various lots offered for sale;

—Used by dairymen to adjust the quality of the forage they buy to balance the concentrate rations they normally use.

In adding laboratory tests to the visual criteria now used, grading costs under the experimental standards are higher. But many users—and producers to a lesser extent—say they would be willing to pay part of the greater expense.

## **Hail Insurance:**

### **Corn Belt Leads**

Crop-hail insurance protection has doubled over the past 15 years, keeping pace with increasing costs of production and values of harvests.

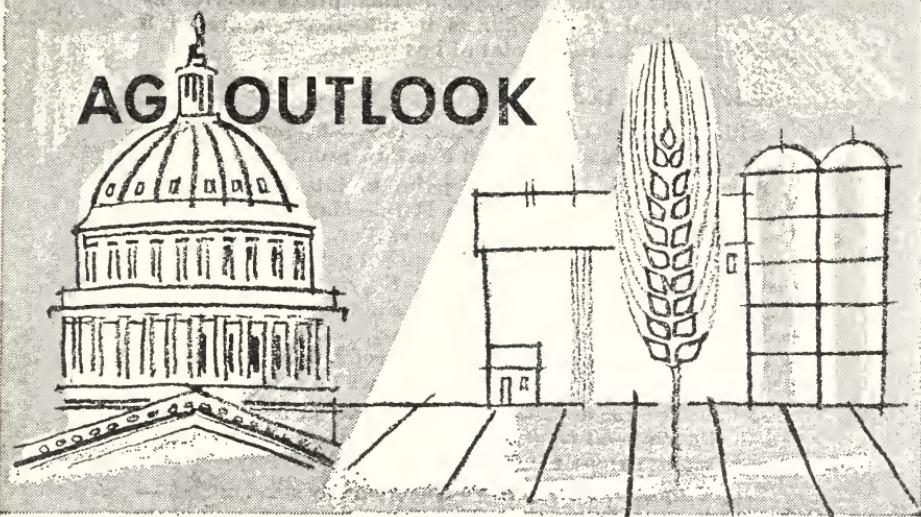
In all but 3 years since the 1930's, the volume of crop-hail insurance has expanded, rising to a record high of \$3.1 billion in 1965. Coverage that year represented a 6-percent gain from 1964.

The Corn Belt accounted for more than half the coverage of all U.S. crop-hail insurance in 1965, because the severe though infrequent hails in the region often cause heavy damage. The risk is high both to production and value of the corn crop.

Of all the major commodities, tobacco has the largest proportion of the crop insured against hail damage—about one-third. About one-fourth of the wheat crop is insured against hail damage.

For most other crops, coverage is considerably less. The citrus crop, for example, isn't covered at all, since citrus areas seldom suffer from hail.

# AG OUTLOOK



Based on Information Available May 1, 1967

## THE AGRICULTURAL SITUATION REVIEWED

Prospects for farm prices and incomes are unusually sensitive this spring. Without large carryover stocks of grain, grain prices are more responsive to factors affecting supply and demand than for many years. Prices of livestock and products also reflect these forces. Thus, the situation and outlook deserve more than usual attention.

### SUPPLY AND PRICE SITUATIONS

Last year livestock producers responded to relatively favorable prices and incomes by stepping up production. They increased feeding rates, pig crops, and output of poultry and eggs.

In the first quarter this year, livestock production rates were in general well above a year earlier: beef, +4 percent; pork, +25 percent; broilers, +8–10 percent; eggs, +7 percent; and lamb and mutton up about a fifth.

Even with the continued expansion in demand, livestock product prices in January–March averaged around 8 percent below both a year earlier and the late summer highs. Meat animal prices averaged 10 percent below last August, broilers were down 6 percent, and eggs 12 percent. Dairy product prices averaged 2 percent higher.

Crop prices in the first quarter averaged 2½ percent below a year earlier, although 8½ percent below the summer high last July. Declines since last summer reflect normal seasonal variations for some crops, and larger crops of citrus and some commercial vegetables. Lower prices for cotton, resulting from the loan rate and other changes under the new cotton program, contributed to the general decline. Prices for food grains, feed grains, and oil-bearing crops have held up well and in recent months averaged above year-earlier levels.

As a result of these changes, average prices received by farmers for all farm products in mid-March averaged 8 percent below the high point of last August.

## PROSPECTIVE TRENDS

With lower prices for livestock products, producers are taking steps to slow the rise in livestock production.

Reports on breeding plans point to intentions to have 3 percent fewer sows farrow in March-May and 5 percent fewer in June-August than a year earlier. The number of cattle on feed as of April 1 was up only 3 percent from a year earlier—in January numbers were 8 percent above a year earlier. Poultry producers are culling laying flocks and reducing the hatch of chickens and turkeys. If recent trends continue and plans are carried out, production gains over a year earlier will narrow, lending a firmer tone to prices.

Relatively close demand-supply balances are indicated for grains in 1967-68 as demand prospects continue high in domestic and export markets.

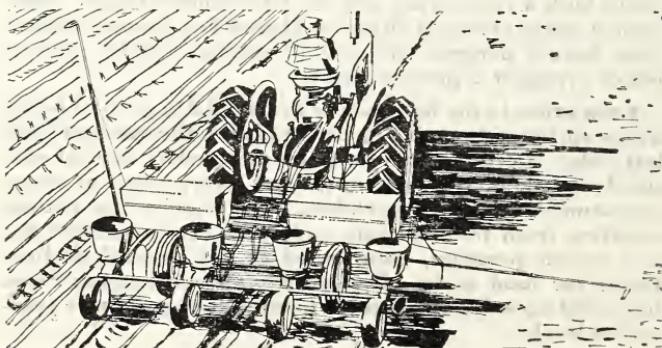
Crop output will be up in 1967—probably substantially—if growing conditions are favorable. Farmers intend to plant around 20 million acres more this year than last. Planting intentions and the uptrend in yields point to record crops of feed grains and soybeans, and a record 1½-billion-bushel crop of wheat is in prospect. But smaller carryover stocks of grains this year will moderate supply increases.

Early season prospects for production and use in 1967 point to record returns for soybeans and wheat from market receipts and Government payments. Market receipts for 1967-crop cotton probably will at least match those for the 1966 crop and total returns, including Government payments, are expected to exceed returns from the 1966 crop. Feed grain returns, including the expected decline in diversion payments, also are expected to hold around 1966 levels.

## 1967 FARM INCOME PROSPECTS

Realized gross farm income may total around last year's record \$49½ billion. Realized net farm income may be the fourth highest in history, down perhaps 5 percent or more from 1966's \$16.3 billion. Continued increases in production costs are the chief cause for the expected decline in realized net farm income.

Per capita disposable income of farm people (from farm and nonfarm sources) may change little from the record \$1,731 realized by them in 1966.



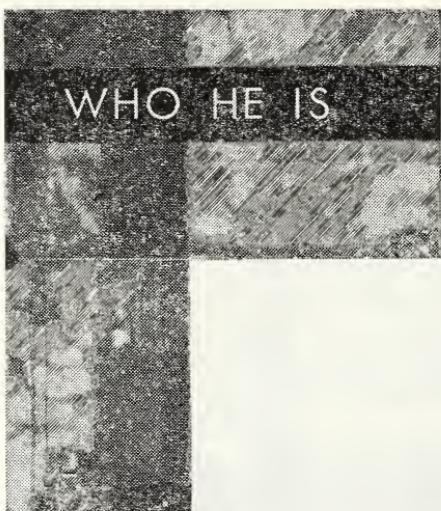
# THE ENUMERATOR

WHO HE IS

WHAT HE DOES

HOW HE HELPS

## WHO HE IS

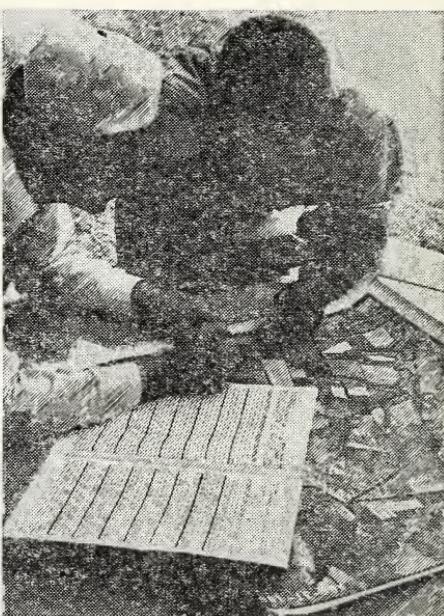


At 7:59 a.m. on May 31, Frank Burns left his Nebraska farm home for work. He returned that evening at 6:05. During the day he drove 60 miles, talked with six farmers, accounted for 640 acres of crop and pasture land, and recorded 552 head of livestock.

The work of Burns, like some 1,300 other part-time USDA employees serving as agricultural enumerators in the 48 States, has become increasingly important in recent years.

Expanding crop yields and the growing world population emphasize the need for the most modern of agricultural estimating techniques. An important tool is the enumerative survey.

Our hypothetical Mr. Burns will drive many miles, visit more farms, and list



*Aerial photos identify survey segments.*

additional livestock during the next several days in his job of gathering information to be used in USDA's June Enumerative Survey.

He may also work in other surveys for the Department, rounding up facts about pesticide usage, cost of cotton production, rural life, and grazing costs. Some surveys are national, some regional.

Let's assume that Frank Burns represents the typical enumerator. He is a farm operator himself, but he is able to get away from the farm for a few days at a time several times a year to work for his State crop reporting service. He was recruited by a county agent who had been contacted by a supervisory enumerator.

The kind of work Frank does is also done by about 30 others in an average State, who learned of the survey work through various Federal and State agencies, local rural bankers, or friends.

Not all enumerators are men. Four or five women may be doing the same kind of work in Frank's State. Often, they are farmers' wives and daughters, and they have proven very capable and successful.

Before doing any actual survey work, Burns attended a special 3-day enumerators training school conducted by the State crop reporting service.



*Asking about land use and livestock.*

Most enumerators begin work in late May on the Enumerative Survey. Then many also work part-time throughout the growing season on another integral part of crop reporting, the objective yield survey.

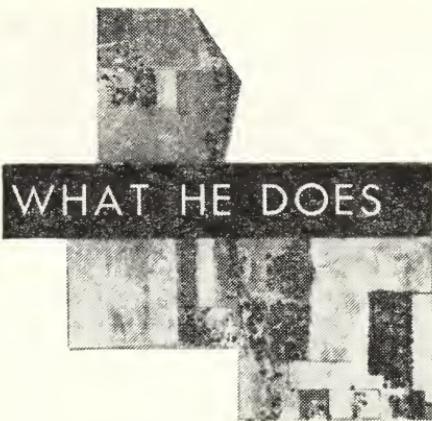
For the enumerative survey, Frank Burns and other trained interviewers visit farms in their localities and ask operators about land use, crops, live-stock, farm labor, and wage rates.

Most of the farms contacted are included randomly because their land lies within a predetermined survey area. This group represents a cross section of several types of agricultural activity.

The randomly selected areas, or segments, are chosen through use of aerial photographs. Burns, given one such photo, visits each farmer who operates land in the segment outlined in the picture. He may ask, "How many cattle of all ages are on these 360 acres? Is there any acreage in that field not planted to corn?" And many other questions. Each interview takes about 30 minutes.

With the operator's approval, Frank also marks for special observation two small sample plots in a field. Then each month during the growing season, he'll check the plots to make objective counts and measurements of such crops as corn, wheat, soybeans, and cotton. This procedure increases the accuracy of yield and production estimating.

Each month during the season information about prospective yield and pro-



duction from every sample plot is computed, together with other agricultural details, and incorporated in the monthly crop report from Washington and the State offices. At maturity, the sample plot is harvested by the enumerator. Sample ears of corn, wheat heads, soybean pods, or bolls of cotton are mailed to a laboratory for processing and final analysis.



*Doing paperwork at day's end.*

*Taking crop counts and measurements.*



## HOW HE HELPS

Frank Burns is a vital part of the crop reporting system. The results of his efforts, plus those of the other part-time enumerators, are accumulated by State offices, then fed into a computer of the Department's Crop Reporting Board in Washington, D.C. These figures are coupled with other data and with information received from voluntary crop reporters to determine State and national crop and livestock estimates.

Burns knew of crop reports years before he joined his State reporting service as an enumerator. Farmers and ranchers, processors, merchants, lending agencies, and the Government have been using and relying on these regular news releases since 1866.

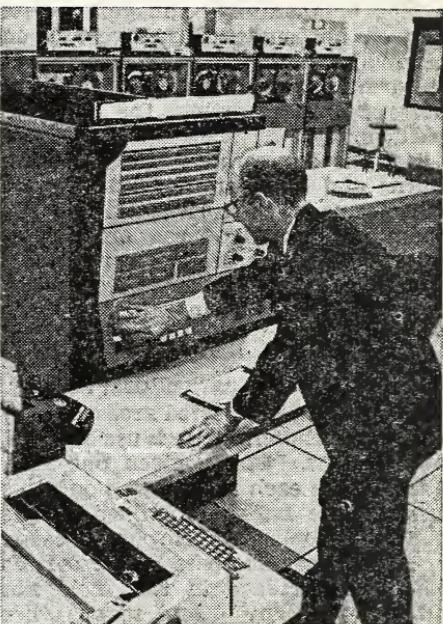
The integrity of data on some 200 crop and livestock products allows farmers to have the best information about the potential market value of their output. SRS reports afford both buyer and seller reliable and useful facts and figures on the business of farming.

These reports remove any potential financial advantage the buyer may have had in dealing with the producer.

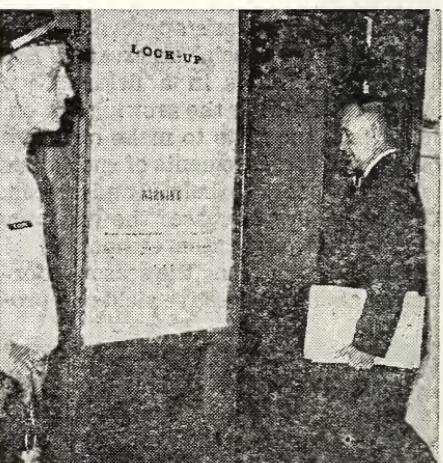
The producer has a better idea of what to raise and the price he can anticipate. Buyers will know what is going to be produced and the price they can expect to pay.

Producers also use the reports in deciding how to change farming activities. For example, cattle feeders may adjust their operations in accordance with news about feed and cattle supplies, and the all-important market price.

Enumerative and objective yield surveys and mailed-in questionnaires provide the ingredients for accurate unbiased reports that help agriculture.



*Information is totaled ...*



*... Judged in locked quarters ...*



*... Then printed and released.*

**NETTED LAMB:** Netted lamb is a new product developed by the American Lamb Council to stimulate America's flagging appetite for that meat.

Preliminary market tests indicate that the industry may be on the right track.

Up to now, consumer demand for lamb has been limited by the types of retail cuts offered.

The answer to retailing problems and to consumer's desires may be the new netted lamb roasts.

They are making their debut in three forms: Deboned legs, boneless shoulder and scotch roasts.

Scotch roast is made from the meat that remains on the carcass after shoulders and legs have been removed.

Each type is compactly encased in a close-fitting net that looks much like a finely meshed fish net.

Using the new merchandising method, all of the lamb carcass is readily salable. Thus, prices of the various cuts can be made more reasonable since the less desirable cuts no longer need to be sold at a loss.

Reaction to the netted lamb has been highly favorable in early marketing and consumer surveys.

**AVOCADOS:** A satisfactory way to process avocados that have gone beyond the useful state for the fresh market would be a boon to the trade. Such a process could help salvage that large portion of the annual crop which is a dead loss.

Specialists in the Economic Research Service and the Agricultural Research Service think they may have just the process

to do the job. Fittingly, the process is a variation on guacamole salad, a recipe from Mexico—home-land of avocados.

Reactions in a few restaurants in the New Orleans area tended to be favorable. Some of the kitchens used the canned, frozen avocado paste as a

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## FARM FOOD NOTES

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salad, others as a dip, a hot vegetable and even as a soup.

**ATOM TREATMENT FOR FOOD:** In the future of the human race, new concepts of food processing may play a vital role.

One of these new processes is irradiation.

Despite a slow start, basic work in food irradiation has been fruitful. The Government has spent close to \$50 million on research and pilot plants.

Food irradiation now appears likely to create great changes in our food processing economy.

It ties in well with other ways of lengthening storage life of foods and is useful in prolonging quality of fresh products.

The cost of irradiation of some foods could be comparable to the cost of some freezing methods.

**BEEFED-UP APPETITES:** Family dinner plates took on an extra helping last year, and it was more than likely another hamburger or more bites of steak.

U.S. beef consumption in 1966 rose to a high of

103 pounds per person, up 4 pounds from a year earlier. The increase was a big factor in the total rise of nearly 1 percent in per capita food consumption.

At the same time, we ate less pork and veal. Annual consumption of these meats was a little under 58 pounds and 5 pounds per person, respectively.

Chicken servings for the year rose to 35½ pounds and turkey to over 7½ pounds.

**CHOW:** The man with the big appetite is the man in olive drab or navy blue. He uses half again as much food as the typical civilian.

That's the implication of overall food consumption figures for the United States. The figures show that the military makes up about 1.6 percent of the population, yet accounts for 2.3 percent of total U.S. food use.

Small as the percentages are, they add up to a lot of food in the military shopping bag. In all, the men in charge of buying food for the armed forces spent slightly over \$1 billion in 1965.

The biggest item on this military shopping list was red meat.

**CHEAPER BY THE TON:** When you struggle over the week's shopping list, take heart. The Department of Agriculture has to go through similar chores.

The Department's purchases are for distribution to schools, needy families, institutions and such.

Last year, the Department bought 109.1 million pounds of meat and meat products. The cost was \$56.4 million.

# MEET THE STATE STATISTICIAN . . .



## FRANCIS GRAHAM

As a boy working on his father's dairy farm in the 1920's, Francis J. Graham helped supply milk to the people of Roberts, Wisconsin.

Today, he compiles facts and supplies information to farmers and businessmen of Minnesota. He's the State's agricultural statistician in charge.

Growing up on the 170-acre dairy farm, Graham gained important experience, because much of his work today delves into data on dairying. Minnesota ranks fourth among the States in dairying.

Minnesota ranks fifth in the Nation for cash receipts from farming—in 1965 it earned \$1.6 billion from agriculture. Of this, \$395 million came from cattle and calves and \$336 million from dairy products.

Graham proudly claims first but not total allegiance to the Midwest. The South was his undergraduate stamping ground for 2 years.

He received a B.S. degree in Commerce and Business Administration from the University of Alabama in 1933. Returning to the Midwest, he got his master's in agricultural economics from the University of Wisconsin in 1937.

Then in 1938, he married Ann Klongland of Madison, Wisconsin. They have two children. Douglas, now 23, is graduating from the University of Minnesota with a master's degree in mechanical engineering. Cheryl, their 20-year-old daughter, has recently married.

All Francis's work since college has been in crop reporting. He started working for USDA in December 1933. He worked as a Wisconsin corn-hog clerk until 1935 and as a statistician in Wisconsin until April 1944.

Then his career was interrupted for 2 years of military service in the Navy at Pacific bases.

He returned to his old job at Madison in 1946, but shortly afterward was transferred to the statistical office in Sioux Falls, S. Dak.

In 1953 he headed for Washington, D.C., for work on the Crop Reporting Board of the Statistical Reporting Service.

He became statistician in charge for Minnesota in 1961. He finds this job interesting and challenging. Satisfaction, he says, comes in supplying Minnesota's farmers and businessmen with the many facts they need to make sound production and marketing decisions.

The items he is most frequently asked are, "Where shall we locate our plant? Where are the agricultural supplies? Where are the potentials?"

In his off-hours Francis enjoys camping. He also takes pleasure in travel, churchwork, and reading.

He and his wife especially enjoy meeting people. His jobs in various areas of the Nation have given him the satisfaction of having many fine neighbors.

# SAM STAT SAYS

## "Check My Data"

### a brief roundup



■ Hatcheries produced 322 million chicks during March 1967, an increase of 7 percent from a year earlier, according to the Crop Reporting Board. Chick production for the first 3 months of the year totaled 4 percent above the same months last year. ■ Domestic placements of pullet chicks for broiler hatchery supply flocks by leading primary breeders were down 3 percent from the first 3 months of 1966. ■ Bush berry acreage for harvest this year is down 2 percent from 1966, but is 19 percent above average. Most of the decrease in acreage is attributed to reductions for black raspberries and tame blackberries. ■ Sales in 11 major States of cut carnations, chrysanthemums, gladioli, and roses totaled \$122.4 million last year. This represented a 13-percent gain over the previous year.

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Editor: Ben Blankenship

### Many

### Floral

### Outlets

Retail florists are an important outlet for \$360 million worth of crops a year. U.S. retail florists employ some 100,000 persons who ring up about \$1 billion annually in sales volume.

Other characteristics of these largely urban businesses: Most are owner operated and staffed; hired hands work an average of 44 hours a week, to

the boss's 52 hours; and gross sales average under \$50,000 per shop.

The shops offer almost unlimited credit, and most of their buying and selling is by phone.

Floral arrangements lead in popularity over cut-flower sales among goods and services offered, and funeral pieces account for nearly half of total retail sales.

Artificial flowers, in competition with the grown goods, account for a small but rising share of sales in the shops.

Crop	Mil. dol.
Floriculture	360
Rice	349
Tomatoes	345
Apples	248
Nursery prod.	241
Peanuts	239
Grapes	219
Lettuce	180
Peaches	160

Farm Value of  
Floricultural  
Crops Vs. Others  
1964 Crop Year

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